

IE418 UX - POV

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User	Need	Insight
A busy person (adult) living in a city	To maintain a healthy lifestyle despite having a tight schedule	The user struggles to find time to focus on their health and would benefit from an app that integrates diet planning, workout plans, and progress tracking seamlessly. Considering time management.
A beginner in fitness	To get started with simple, achievable fitness routines and diet recommendations	The user feels overwhelmed by conflicting health advice online and would prefer step-by-step guidance tailored to their fitness level and goals.
A parent with young children	To plan quick, healthy meals for the family while also managing personal fitness goals	The user finds it challenging to balance family responsibilities with self-care and needs an app that offers quick meal suggestions and short, effective workouts.
An individual with dietary restrictions	To get personalized diet plans and workout routines that accommodate their restrictions	The user often struggles to find fitness and meal plans that align with their specific needs, such as allergies or medical conditions, and requires tailored guidance.

A fitness enthusiast	To track detailed metrics, plan advanced workouts, and optimize nutrition	The user is highly motivated to improve their fitness performance and wants advanced tools like calorie tracking, progress charts, and macro breakdowns.
A young individual (15-18) who prefers cardio workouts and follows a general diet.	To improve overall health while balancing daily activities.	The user appreciates pre-prepared recipes and detailed feedback on progress but seeks occasional mental health guidance.
A yoga practitioner (19-26) looking to manage weight gain.	To follow a diet and exercise plan that complements their lifestyle and fitness goals.	The user is motivated by flexible options and progress-tracking features.
A person living in a rural area with limited access to gyms or fresh produce	Home-based fitness plans and simple meal options using locally available ingredients.	The user requires creative solutions to overcome their environmental limitations and stay healthy.
A college student who struggles with budgeting for meals and workouts.	Affordable diet plans and workout routines.	The user often skips meals or workouts due to financial constraints and needs cost-effective solutions
An individual recovering from an injury or illness.	A gradual, restorative fitness plan tailored to recovery	The user is cautious about pushing their limits and requires plans designed for a slow but steady return to fitness.